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**November, 1957**



*The*

# Florida Architect

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## THE COVER

How do you illustrate "The Challenge of the Future"? How can the implications of that theme be communicated? Only, we think, by individual interest and participation of the 43rd FAA Annual Convention—at which able and forward-thinking men will probe the possibilities of their specialties . . . which include design, engineering, materials and planning. So—this month a picture is replaced by a program.

**PUBLICATION COMMITTEE** — H. Samuel Kruel, Chairman, G. Clinton Gamble, T. Trip Russell, Editor — Roger W. Sherman.

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## Committee Reports

# Public Relations

By ROY M. POOLEY, JR.  
Chairman

A meeting of the Committee was held at the Princess Islena Hotel at Daytona Beach, August 24, 1957. The following were present:

R. M. POOLEY, chairman; FRANCIS R. WALTON, Daytona; M. H. JOHNSON, II, Fla. No. Central; ALBERT BROADFOOT, Jacksonville (for ROBERT WARNER); WAYNE SIMMONS, Fla. South (for HERBERT SAVAGE).

Reports of the various chapters indicate that outstanding results are being obtained where a strong effort is made to create good publicity.

Among the many exhibits presented was an excellent pamphlet entitled "Presenting Your Architect," which describes the services of the Architect and contains a schedule of minimum recommended fees.

FRANCIS WALTON contended that the approach to public relations typified by this pamphlet has been the general policy of the profession but has not been outstandingly effective and suggests that a more positive approach would be to de-emphasize the mechanics of professional practice and concentrate on the benefits of the Architect's actual professional role.

Mr. Walton feels that the Architect's role is to "create environment." By his training the Architect is equipped to make the lives of people richer, fuller and more satisfying by providing for them an environment of beauty and meaning coupled with good functional qualities. The mechanics of achieving this end result may be interesting, but over-emphasis may confuse the potential client as to just what is the real service of the Architect. A lawyer affords legal protection. A doctor makes you well. A dentist fixes your teeth. Does an Architect just have conferences, draw blueprints, copy specifications and render bills? These thoughts produced considerable discussion without any final conclusions, but indicate a potential re-evaluation of present public relations methods.

It was recognized that the current vertical structure of the Institute

committee imposes communications problems in that F.A.A. committees are not included in the direct vertical alignment. This is a problem of long standing which it is hoped may be resolved by attainment of regional status for the Florida Association of Architects.

The Committee feels that press releases from the national offices have not been effective at the local level and suggests an emphasis on local organization to produce greater reader interest.

The Committee feels that an advertising program on the state level should be seriously considered and will endeavor to present an additional report on this subject at Convention.

The rather searching (or groping, if you will) nature of the preceding comments clearly suggests a significant problem with which your committee was faced. The problem was both basic and simple. Each member present was attending his first meeting of the committee. There was a complete lack of continuity of an established program. Your Committee feels that its mission is one of vital importance to the profession and earnestly seeks the creation of a strong, vital and continuing Public Relations Program at the State level. To this end, the following specific recommendations are respectively submitted for your consideration:

### 1. Stabilization of the Committee:

This may be achieved by the appointment to the Chapter Committee of only those members who are particularly interested and capable in its work and retention of these members for an extended period. The Chapter President might appoint the committee chairman from the existing membership and the chairman in turn appoint his representative to the State Committee in a manner to assure a degree of continuity of membership. In turn, the president of the F.A.A. could then appoint as chairman of the State Committee an experienced member with substan-

(Continued on Page 1)

THE FLORIDA ARCHITECT

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## Public Relations . . .

(Continued from Page 9)

tial understanding of the Committee's programs.

**2. The Florida Architect:** This is the official Journal of the F.A.A. and is recognized nationally for its excellence. Your committee believes its value may be enhanced by greater support in the form of submission of the views of individual Architects either as articles or "letters to the Editor" and by expressions of appreciation to advertisers.

**3. Publicity:** Highest quality art work offers a powerful medium of expression for the Architect. Models, renderings and photographs prepared to reproduce well in print should result in more frequent and more effective publication. The committee feels that exhibition and award programs offer excellent opportunities for good publicity and urges increased participation.

**ROY M. POOLLEY, JR., Chairman**  
**JACK W. ZIMMER, Broward County**  
**FRANCIS R. WALTON, Daytona Beach**  
**M. H. JOHNSON, II, Florida North**  
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**JEFFERSON N. POWELL, Palm Beach**

## Committee Organization

By **JOHN L. R. GRAND**  
Chairman

While efforts to arrange committee meetings (at the convention in Washington and at Orlando) were unsuccessful, the committee can report progress. Committee members William Harvard and John Stetson discussed informally with your chairman at the Washington convocation assigned problems.

An interim progress report was submitted July 29th in which certain by-law changes concerning the F.A.A. committee structure were proposed. On September 14th, the chairman met with President Wortman, the Chairman of the By-Laws Committee.

(Continued on Page 4)

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## Com. Organization . . .

*(Continued from Page 4)*

tee, Jefferson Powell, and the Executive Secretary, Roger Shenson, at Winter Park. The recommended changes in the by-laws concerning committees were reviewed and revised in the form proposed and published in the October, 1957, issue of *The Florida Architect*.

The committee commends to the membership President Worthman's excellent statement and analysis of Our Committee Problem in that same issue.

The committee recommends further action toward disentangling and clarification of committee functions and assignments. As a first step, it recommends that the duties of the Planning and Zoning Committee be assigned the vertical standing Community Development Committee, and that the Planning and Zoning Committee be abolished. Further, it recommends a functional simplification of committees concerned with Industry Relations. A single committee at the state level bearing the title Industry Relations could be assigned the duties of the following: the Joint Competitive Committee, the Committee for Collaboration with the Design Professions, the Building Code Committee, and the Home Building—Construction Industry Committee.

It is felt that of the non-vertical standing committees the By-Laws Committee should be continued as is, and that the Budget Committee might have its duties enlarged to function as a Finance Committee. A final question involves the possible redesignation of the Legislative Committee as the Government Relations Committee. Such redesignation would have the effect of enlarging the scope of the Legislative Committee beyond that originally anticipated. As the Government Relations Committee it would deal with all relations between the Association and the state governmental agencies in matters not within the province of other specialized committees. The realignment would also tie the function into the national vertical committee structure.

JOHN L. R. GRACE, Chairman  
FRANKLIN S. BUNCH, V.-Pres., N. Fla.  
WILLIAM B. HARVARD, V.-P., C. Fla.  
JOHN STETSON, V.-Pres., South Fla.

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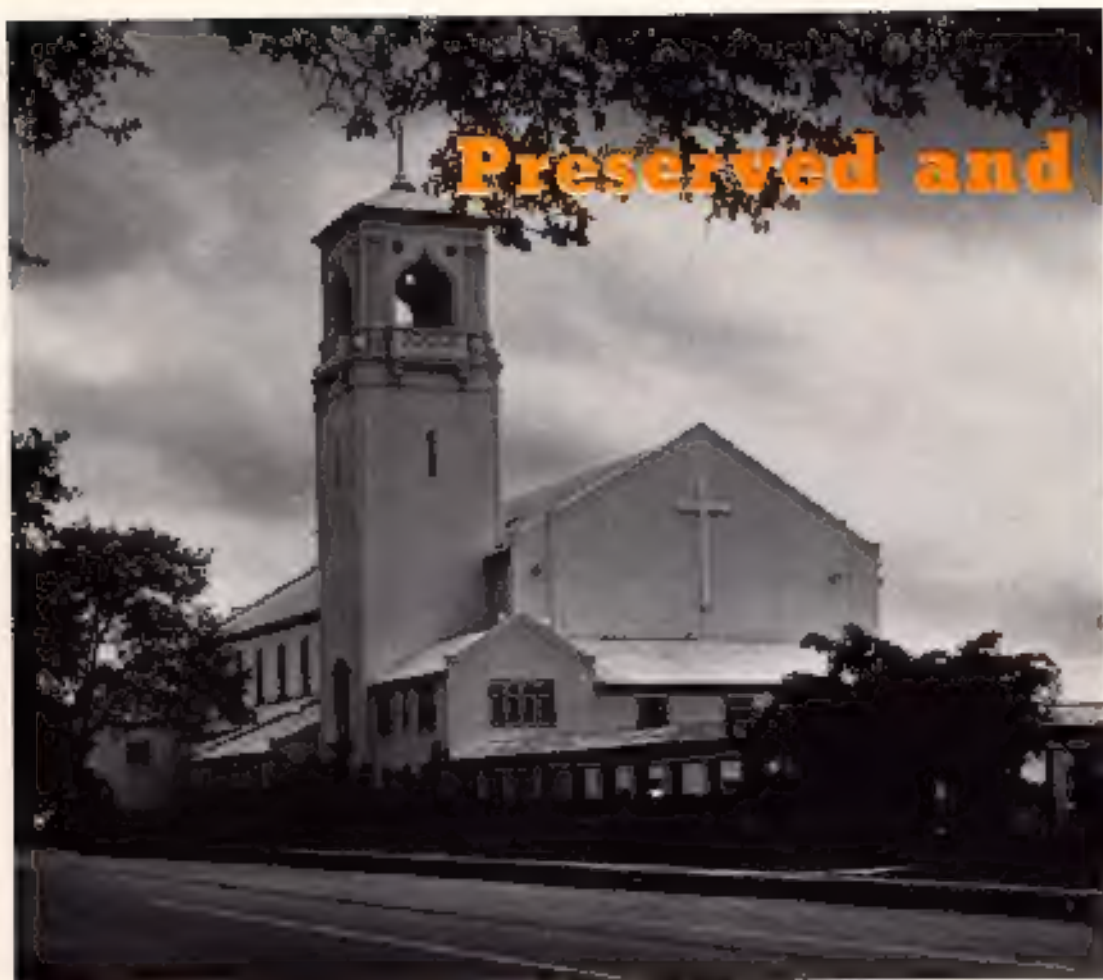
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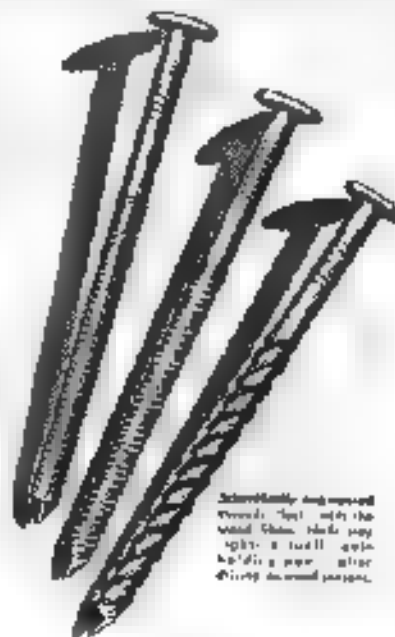
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THE FLORIDA ARCHITECT

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# "Florida--A New AIA Region"

By FRANKLIN S. BUNCH

Chairman

## 1... Florida and the South Atlantic Region

The South Atlantic Region of the AIA is composed of the states of North Carolina, South Carolina, Georgia and West Virginia. It has 1,052 Florida has 44 of the corporate AIA members in the region amounting to 4 percent of the total regional membership. Florida has 10 AIA chapters composed for part of the total chapters in the region.

Distribution of corporate membership throughout the region is illustrated by the map opposite. A map has been that two distinct and separate "geographical" areas are indicated. Due to this is the basis of the regional membership are concentrated in the Atlanta area in the northwestern portion of the state. It appears that the center of population of the Atlanta-Corcoran South Carolina and North Carolina membership is west of the northwest corner of South Carolina. A center of population of the point lies the center of population of the

to 424 corporate members Florida being completely peripheral to the United States from the center of the states and into 50 of the remainder of the South Atlantic Region.

Corporate AIA members in Florida at an identifiable expense of time and money have for many years supported and maintained the Florida Association of Architects Inc. at 240 American Institute of Architects in the place where it performs all the functions of an AIA Region plus more which is multi-state region on several persons. It is quite the fact that 4 percent of the regional membership are 26 percent of the regional chapters. The present South Atlantic Region with additional time and money so that it can duplicate some of these functions is an imposition.

## 2... Florida Geography and Climate

Geography has played a major role in the coastline of 40 miles of the coast of the state is the nature. The climate from the west

Florida is a state which exceeds the width of Texas a separate AIA Region at its widest point where it is more 50 miles. Several states have 40 miles, the Florida coastline does not end is measured up until its west end where it is only 100 miles south of the southern coastline of the State of California. All of south America is west of Florida and the Florida is closer to the ocean than any other American state.

Mountains remain only a few miles which are of considerable importance to the industry of power generation and the coastline of the state. Florida practitioners Meet in Florida people are in a tropical climate although persons and the state is a tropical state. Florida is a different geographical area. It is so to be seen the resemblance of the other three states of the South Atlantic Region.

(Continued on Page 4)



The FAA REGIONAL COMMITTEE is chairmanned by Franklin S. Bunch, left; Jackson-Hill Allen Martin, FAIA, Chairman of the Committee. Through the statement being was prepared by the Chairman, it represents the cooperative work and full agreement of the whole committee.

## B... Florida, a Distinctive Economic Region

means "the deep south," Florida, in 1955 had 3,709,700 people of which 87 percent were born in other states or countries. It is unrealistic to say that Florida's economy is based overwhelmingly on tourism, or that citrus plays more than a stellar agricultural role although in both categories, Florida leads the nation. The diversification of Florida's economy extends from industrially-developed Pensacola on one end, to the governmental and educational center at Tallahassee, to insurance and portmanned Jacksonville, to the citrus and cattle of Central Florida and thence to the tourist filled areas on the southern end of the state.

Continued growth of Florida's economy as compared with that of the other three states of the South

The Kiplinger Florida Letter, the only one of their reports on an area smaller than the nation. The entire energies, resources and best thinking of all of Florida's architects are needed to cope with the diversified and expanding economy of the state.

## 4... The Growth of Florida

In the period from 1950 through

Region, AIA, increased by 9. per-  
centage in Changing Times

ad's Florida, then, is the Union's fastest growing electric state."

Over 2,600 people arrive in Florida each week to make it their permanent abode. It is growing so fast and so big that

the other three states of the South Atlantic Region, AIA. Florida's interests and activities—and even its architecture to a large extent—are becoming so different that if Florida remains part of the South Atlantic Region architects from Georgia and the Carolinas will have to participate in ever-increasing numbers of problems in which they have no interest—or Florida delegates will be attending meetings they do not even touch on them.

## 5... Strength of the FAA

The growth of Florida's population and economy is being paralleled by the growth and prestige of architectural organizations in the state. The membership of the Florida Association of Architects, AIA, is composed of all the members of the ten corporate and one student chapter in the state. All

chapter and they were formed by small, energetic groups who saw the need for vigorous application of AIA policies and influences in specific local areas. The criterion has been a need in a locality—whether a single city, a metropolitan area, a county or a combination of these.

The growth of the architectural profession in Florida has highlighted a whole series of local needs and local chapters have naturally been formed to fill them. The editorial "The Splitter or Potent Log from the May, 1957, issue of The Florida Architect Appendix C expresses the opinions of the architects of the state on this question of more chapters and more influence. A corollary to the growth of the number of Florida

economy are the result of it.

The Florida Association of Architects, AIA, has grown to the extent that it now has a full-time executive secretary to act not only in routine AIA affairs but also in state governmental and public relations matters. The executive secretary is also the

government information on the affairs of the state association and the local chapters and further the public relations program of the profession. An efficient state organizational set-up including officers, board of directors and committees with complete work

benefit of every architect in the state.

The Florida Association of Architects has for many years carried on a program which includes the activities presently being handled by AIA Regions. In addition, the state association has performed a service for its members and the citizens of the State of Florida, which can never be performed by a multi-state region. This is its relationship to the state government and is a most important function. Florida Association of Architects, AIA, accomplishments in this direction are not limited to legislative

measures are listed in Appendix "D." The effectiveness of Florida architects at the level of state government can be considerably increased if Florida is made a region of the American Institute of Architects.

## 6... Benefits to The Institute

The American Institute of Architects has grown to a point at which a new, forward and decisive step toward a better integration of policies and programs through a wider diversification of active representation is urgently needed. Florida is one of several states which has developed strong, effective statewide organizations. Expansion of the Institute board to include direct representation from these states will have the advantage of providing the AIA with a more sensitive and direct contact with chapter groups welded into regions through a natural community of interests. The added strength of a wider diversity of counsel and experience to guide decisions of professional and administrative policy will also accrue to the Institute. Thus, both action and re-

programs will be enormously strengthened through shorter, therefore more efficient, channels of authority than now exist.

With establishment of a new Florida Region of the AIA the present regional level will give way to the well-staffed, well-run state association

THE FLORIDA ARCHITECT

[illegible]

It is a fact that the design of a building is not only a technical problem but also a social one. The building is a part of the community and it should be designed to meet the needs of the community. The building should be designed to be a part of the community and it should be designed to be a part of the community.

efficiently move in the opposite direction.

## 7. A New AIA System

In location, geography, climate factors, population character of industry and commerce, rate of growth, and other characteristics; and that the problems and situations faced by architects in Florida are not parallel to those in other, even immediately adjacent, states. The organization of The Florida Association of Architects will be easily integrated into a new AIA organization, and will be able to contribute to the advancement of the architectural profession in Florida.

that future growth in members requires growth and progress in AIA governance organization. The establishment of policy by national convention is a cumbersome process. It is too widely and lacking the study essential to wise decisions. Government by an expanded Board of Directors with a few delegates from the local societies is the way of the future. Instead of the present delegates, perhaps a representative body of the American Medical Association, The American Bar Association, The National Society of Professional Engineers are so governed. It is not necessary that a national Board of Directors be restricted to any arbitrary members to be efficient. The chance of Delegates of the The American Medical Association is a possibility, at a national level.

[illegible]

APPENDIX A, left  
APPENDIX C, right

### Live Splinter or Petrified Log?

Types of language in literature often focus on a particular aspect of language, such as the use of metaphor or the use of simile. The language of a text can be used to create a specific mood or atmosphere, or to convey a particular message or theme. The language of a text can also be used to create a specific style or genre, or to convey a particular cultural or historical context.

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## The FFAB... Research for Florida Building

By DR. TURPIN C. BANNISTER, FACA

Journal of Management Education 31(4) 427-437, 2007  
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http://jme.sagepub.com

By November 7, when FAA con-  
sidered the 1957 Convention as  
a whole, it was 4-3-3.

will be born. The possibilities of this unique new agency deserve the consideration and support of all members of the building industry in Florida and particularly of F.A.A. and all Florida architects.

The idea of SPAN has taken during the past several months out of search engines and has been very successful. Members of the building industry of Illinois are now able to find the best prices for the materials they need. The company is now expanding its services to other states and is now able to provide the best prices for the materials they need.

PTAB is the immediate descendant of the American Institute of Professional General Contractors, and the Florida Lumber and Millwork Association. It has a membership of 1,000, drawing its members from the design and construction community and the whole building industry. Firms, not only architects general contractors, and lumber and millwork distributors but also interior designers, mechanical, electrical, plumbing, heating, air conditioning, and refrigeration engineers, property managers, building officials, financing agencies, interior designers, home builders, landscape architects, building managers, and the like are all members of PTAB. PTAB should also participate in its work. No single one of these groups can now furnish sufficient resources to meet the industry's needs, but together they can. The PTAB is the only organization in the United States that can do this.



Frank J. Bannay, 40-year-old father and former president of AQH, was named temporary president of FLAG at an organizational meeting of the new group held last August in Boston.

developing state self-reliance programs "for development and research."

Every business of the building industry of Florida must be concerned with the use of the building code. The building code is a set of rules and regulations that govern the construction of buildings. It is a code of practice that is designed to ensure the safety and health of the public. The building code is a code of practice that is designed to ensure the safety and health of the public. The building code is a code of practice that is designed to ensure the safety and health of the public.

sends the unresolvable paradox of advertising to produce a progressive product by principles, data, and methods based on unchallenged opinion. The latter knowledge also makes

[illegible]

of the building industry. It is  
 lame reasoning to claim that al-  
 ready the growing clout of individual  
 companies has gained excellent, a-

By creating the means by which such organizations can be supported in the building industry of the State of Florida, FFLAB assumes the following:

To increase, compile, and refine the body of knowledge and principles comprising the sciences and arts of building to

Technical education programs  
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Specific research projects will arise from the members of EFAR themselves. A number of these problems and the EFAR Board of Directors will agree to fund in 1982. It is expected that most of the research projects will be staffed, conducted, and published for EFAR by the

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## The FFAB

(Continued from Page 17)

Bureau of Architecture and Community Research, a division of the College of Architecture and Fine Arts of the University of Florida. It is probable that, at least initially, research teams will be recruited from the college's faculties of architecture,

city planning, and other appropriate sources within or outside the University. The new head of the University's Department of Architecture, James T. Lammons, formerly Dean of the University of Illinois, will bring valuable experience to the organization.

While research foundations are by no means new, FFAB will be a pioneering effort toward industry-wide

research. The organization will be a permanent, non-profit, non-governmental entity, with a board of directors composed of representatives of the building industry in Florida.

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allocate considerable sums for such purposes. The Textile Institute, for example, assesses its members roughly 10 cents per spindle for research.

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Figure 1: Ador sliding glass doors in a modern office building.



Figure 2: Ador sliding glass doors in a modern office building.

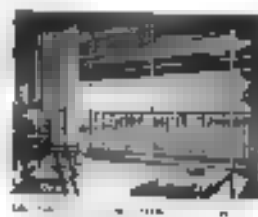


Figure 3: Ador sliding glass doors in a modern office building.



Figure 4: Ador sliding glass doors in a modern office building.

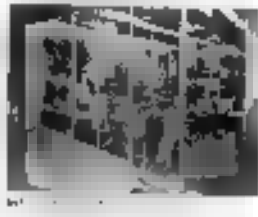


Figure 5: Ador sliding glass doors in a modern office building.

*Ador* Ador Engineers, Inc. *Sliding glass doors*

# Planning and Zoning

By WILLIAM T. ARNETT

## The Committee on Planning and

wide basis for the first time this year. Its purpose is to coordinate the policies and programs of the Florida Planning and Zoning Association with the interests of the architectural profession throughout the state, and to stimulate interest in planning and zoning matters at the chapter and community level.

**The FPZA:** The Florida Planning and Zoning Association is a non-profit association to encourage or develop physical and economic development in the communities of the state. Last year its membership included 66 organizations, 156 individual members, and 418 subscribers to the *Newsletter*.

The purpose of the FPZA is five fold: (1) to promote cooperation among the official planning and zoning boards or commissions, civic bodies, citizens, technicians, a audience interested in planning and zoning in the State of Florida, (2) to

planning and zoning by local governments, (3) to encourage the observance of sound planning and zoning

and (5) to engage in research and issue publications on planning and zoning matters.

Among FPZA publications are the *Proceedings* of its annual conference, and the monthly *Newsletter of Florida Planning and Zoning*. The Association maintains an active verbal library on planning and zoning at its headquarters in Auburndale where Fred H. Bair, Jr., is executive secretary.

Kenneth Jacobson, AIA, of Delray Beach, is serving as president of the FPZA this year, and it is gratifying to report that an increasing number

actively on local planning boards and commissions throughout the state.

**The 1957 Legislature:** Two important matters of continuing interest and concern to architects and architects engaged the attention of the 1957 Legislature. The first was the administration enabling legislation on planning, zoning, and subdivision regulation. The second was the proposal

looking proposals was enacted. Florida thus remains one of three

two years, at least, Florida continues will have to get along with an antiquated hodgepodge of local acts, some of which are of doubtful legal status; and for the next two years Florida cities will be unable to make a start on clearing out urban decay in order that private enterprise may begin the comprehensive renewal of

**The Concern of Architects:** Why should architects concern themselves

ly clear in the century which lies ahead, it is the whole community—not the piecemeal building which must be the "initial and essential and ultimate concern" of the architect.

What should architects do about the problem of urban environment? To those genuinely concerned, the case problems section of the AIA Centennial Convention provided cogent and practical answers. Every forward-looking architect owes it to himself, his clients, and his community to give thoughtful attention to the forum on "The Future of the City" as reproduced in capsule form in the July issue of the *Florida Architect* and as presented in full in the July issue of the *AIA Journal*.

There is evidence of increasing awareness among architects of the vital professional and political issues

Lupe recently pointed out, not only architects but millions of Americans have begun to see that architecture is more than a building here and there—architecture is a whole city. Architecture is the whole sweep of the continent.

**The Community as Client:** architects, in serving the interests of

of which their projects will be a part. Certainly our citizens are beginning to see, if we may paraphrase John Dewey, "building is an action, entire in itself. Every building is a piece of the community, a part of the whole."

**Recommendations:** 1) That the FPA, as well as the chapters through-

the FPZA as organizational members. Organizational memberships are \$8 a year, with *Newsletter* subscriptions \$3 each in addition.

2) That all Florida architects give affiliation with the FPZA as individual members, individual memberships, including a subscription to the

3) That the FPA continue to work with the FPZA and other organizations interested in an adequate basic set of planning laws for Florida to the end that our cities and communities—may have proper tools to guide the orderly growth and development of the state.

WILLIAM T. ARNETT, Mr. N. CHAS. WILLIAM R. GOSLIN, Daytona Beach; SIMON R. WILKINSON, Mr. Central; WILLIAM A. RUSSELL, Florida South; ALBERT R. BROADFOOT, Jacksonville; KENNETH JACOBSON, Palm Beach.



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THE FLORIDA ARCHITECT

## The Forty-Third Annual

# FAA Convention

PORT HARRISON HOTEL, CLEARWATER, FLORIDA - NOVEMBER 7, 8 and 9, 1957

### CONVENTION MESSAGE FROM THE FAA PRESIDENT

The issue for this 43rd FAA Convention is much more than one of routine. This issue holds a very real challenge to our professional association. It is a challenge in terms of a sound, purposeful growth, a greater depth and breadth of service, a more efficient internal organization and a more stable financial operation of an improved FAA organization.

And this challenge, in many ways, is one to all of us. The way in which we meet it, individually and collectively, will gauge the future development of the FAA. It is our task to set the within the next two years the FAA will need to face — and solve — a number of problems, the solution to which will again determine the future course of FAA progress.

Last January, in these columns, I suggested a number of points which seemed to call for deeper attention. One of the need for better coordination between our various operations of individual Chapters and how to coordinate activities in the FAA. Another concerned an improved organization of committees — and the need for improving committee activity to get a much more generally program results. A third was the necessity of an FAA regional office or offices. Still another was the growing urgency to enlarge the FAA's representative facilities to care for the rapidly increasing work load coming directly from the growth of our membership in the 40 and the increasing work of FAA members and affiliates.

During the past six months there have been working up the first three of these points. Their reports to the Convention will be of definite action and if recommendations are followed we can have working in our hands a more efficient and more productive organization. The fourth of a program plan for Chapter work. To the immediate action, through an ultimate decision on the committee proposal is a matter of local ability to do so.

The fourth point — addition to our administrative facilities — will require a more an environment. The FAA has now grown to a point at which it is difficult to keep its administrative staffs and expenses so together to many regions and as a result. Therefore, for the first time, we have faced an important professional association and Council as one of the most important FAA considerations for 1958 — the need to increase in expanding the scope of our administrative staff and public relations and develop only through our cooperation. I urge you to do this fully.



EDGAR S. WORTMAN, AIA

President  
American Institute of Architects

# "The Challenge of The Future"

With Sputnik receiving messages from outer space and with trips to the moon already imminent in the plans of various scientific experts, the future may be closer than most of us now realize. Therefore the A. A. section hundred years ago equal the gap of its just-completed century. But in terms of physical development, it will pass its golden age.

It is inevitable that solutions to problems which are now the preoccupation of the new space scientists will ultimately have profound effects on the design and structure of new buildings for new purposes—and even who knows how many worlds. Certainly the range of current research and events points only in the direction of change and challenge. And it is the

consideration of this trend—in various phases affecting the activities of architects—which constitutes the theme and core for this convention.

Men who will probe the time and develop discussions of the theme are anything but science-fictionists. But such is the spirit of the future in its approach to current problems.



Fuller

## R. BUCKMINSTER FULLER

**"Comprehensive Designer"**  
New York City, N. Y.

In terms of design the future offers an immense and complex challenge. As a "Comprehensive Designer" Mr. Fuller has had, more than most men, an opportunity at first hand to analyze the elements of which design is compounded. Thus, as Keynote of the Convention's theme he will highlight some of the forces which must inevitably shape the future thinking of designers. For more than 30 years Mr. Fuller has been a vocal and vigorous proponent of creative design in terms of industrial products and processes. He has demonstrated application of the creative design process in a number of varied fields, and his newest, the Geodesic Dome, has already written a new chapter of shelter history.



## MAURICE E. H. ROTIVAL, AIA

**Community Planner and Consultant**  
New York City, N. Y.

In the development of future communities, planning may well become the key to the realization of many possibilities which now seem unattainable. As a demonstrated master of the planning technique, Mr. Rotival has already shaped the future of many communities in many countries. He is known for the breadth and scale of his projects, and during Friday, afternoon's seminar session, he will discuss the important part which planning can play in realizing the full potentials of our communities' future. No stranger to Florida, Mr. Rotival is now at work on the traffic redevelopment of Winter Park, and part of his discussion will deal with pre-solving some of Florida's future development problems.

## **DR. ALBERT G. M. DIETZ,**

**Engineer \*Teacher \*Consultant  
MIT, Cambridge, Mass.**

New materials and new ways of using them have revolutionized building within the present generation, and they may well repeat the process during the next one. As one whose entire professional career has been intimately concerned with materials and their varied uses, Dr. Dietz is eminently qualified to discuss the significance of this future—and even, perhaps, to suggest how current trends of materials development may react on the future of architectural design. As a professor at MIT, Dr. Dietz has headed that institution's Plastics Research and Adhesives Laboratories, has directed its Impact Program and has served on the future-looking Solar Energy Committee. He will speak at the Seminar Friday.



## **EDWARD COHEN**

**Consulting Engineer  
New York City, N. Y.**

The importance of the engineering challenge to our architectural future cannot be over-emphasized. Creative engineering has resulted in structural accomplishments which were not dreamed of a few years ago, and the new development of that creativity is shaping new forms, solving new structural problems, employing structural elements in new ways. Mr. Cohen, as an associate of Amman and Whitney Consulting Engineers, has been in the forefront of such developments. He has done structural research as well as structural design and has been an active party to outstanding accomplishments with steel, concrete, aluminum. Some of these have seemed to challenge the future, and he will discuss that challenge at Thursday's seminar.



## **DR. TURPIN C. BANNISTER, FAIA**

**Dean, U/F College of Architecture and Fine Arts  
Gainesville, Florida**

Any program as far reaching and diverse as "The Challenge of the Future" in terms of Design, Structure, Materials and Planning justifies some coordinating commentary and key prognostication to immediate progress. As an educator, research scholar and author, Dr. Bannister possesses special ability to deliver such a commentary. Thus, he will highlight the overall significance of the Convention's seminar sessions at the final luncheon meeting on Saturday. Dr. Bannister has considered the future of architects previously, in his analytical study "The Architect at Mid-Century" as a member of an AIA Commission. Here, he will be dealing with the future of architecture as a summary of the two-day seminar sessions.



# THE AMERICAN INSTITUTE OF ARCHITECTS CENTENNIAL CELEBRATION 1857-1957

## CONVENTION HONORS

Honorary Central Chapter: Alfr. Roland W. Nelson, President; Rufus G. Williamson, Secretary; Jack McCullough, Treasurer

## CONVENTION HONORARY COMMITTEE

Edgar S. Corwin

August W. Boudt

William S. Burt

John H. Gandy

Alfred H. Smith

Mark Hamilton, Vice President

August W. Boudt

Edmund A. Smith

William S. Burt

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Edmund A. Smith

After 100 Years ...  
**The Challenge  
Of The Future**

# Program - 2

## THE FLORIDA ASSOCIATION FORT HARRISON

### WEDNESDAY, NOVEMBER 6

- 10:00 A.M. Fourth-Quarterly meeting of the Joint Cooperative Committee: IAA, AIA, FES, John Stetson, Chairman, presiding. This meeting is scheduled for adjournment at noon to permit committee members to join the FAA Directors at luncheon.
- 2:30 Noon Meeting of the FAA Board of Directors, starting with luncheon.
- 3:30 P.M. Registration opens for Chapter Members, guests, students and Exhibitor personnel. Main lobby iden. living facilities will be required for admission to all FAA business sessions and other scheduled Convention affairs.
- 5:30 P.M. to Closing. Check with your Committee chairman for possible dinner meetings. Evening is unscheduled for early Convention arrivals.

### THURSDAY, NOVEMBER 7

- 8:00 A.M. Y All Comm'l Breakfast Sugar Pine Room, Ground Floor. For group: conferences, committee meetings or visiting.
- 9:00 A.M. Registration continues Main Lobby. Opening ceremonies: Building Products and Materials Exhibit. Mezzanine Floor. Roland W. Nelson, President, Florida Central Chapter, Robert H. Levison, Convention Chairman and Hiram Lewis Hunter, Mayor of Clearwater officiating. Architects Exhibit opens: Circus Room.
- 10:00 A.M. First Business Session, FAA Skyline Room, 6th Floor. Edgar S. Worman, President, FAA, presiding. Reports of FAA Officers. Reports of IAA Committees.
- 11:30 A.M. Visit Products Exhibit.
- 2:30 P.M. Keynote Luncheon Meeting Crystal Ballroom. Roland W. Nelson, President, Florida Central Chapter, IAA, presiding. Keynote Address by F. Buckminster Fuller.
- 2:30 P.M. First Seminar Session, Crystal Ballroom, John Stetson, FAA, 1st Vice President, moderating. Section A - Design. F. Buckminster Fuller, speaker. T. T. Russell, Robert M. Little, panelists.



# 3rd Annual Convention

OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS

HOTEL, CLEARWATER - NOVEMBER 7, 8, 9, 1957

Section B — Structures: Edward Cohen speaker, Meyer Deutchman, van Smith panelists

- 5:00 P.M. Visit Products Exhibit.
- 6:30 P.M. Cocktail Party, Products Exhibit area and Poolside, Florida Central Chapter, AIA, hosts.
- 7:30 P.M. Exhibitors Buffet Dinner Poolside informal presentation of Product Exhibitors awards by Anthony L. Pullara. AIA dinner entertainment, music, dancing and specialty acts.

## FRIDAY, NOVEMBER 8

- 8:00 A.M. — Chapter Affairs Breakfast Skyline Room, for all Chapter presidents and Chapter Affairs Committee members. Moderator and discussion leader Beryl Price, formerly chairman, National AIA Committee on Chapter Affairs.
- 9:00 A.M. — Visit Products Exhibit.
- 10:00 A.M. — Second Business Session, FAA, Sk. for the day. Edgar S. Worman, President, FAA, presiding. Completion of old business, introduction of new business.
- 11:30 A.M. — Visit Products Exhibit.
- 12:30 P.M. — Lunch, Crystal Ballroom.
- 1:30 P.M. — Second Business Session, Crystal Ballroom, Franklin S. Bunch, FAA Vice-President, moderating.
- Section C — Materials — Dr. Albert G. H. Dietz, speaker, Taylor Hardwick, David Reeves, panelists.
- Section D — Planning — Maurice E. H. Rothval, AIA, speaker, Sidney Carter, Russell T. Parnes, FAIA panelists.
- 5:00 P.M. — Visit Products Exhibit.
- Convention Registration desk closes.
- 6:30 P.M. — Cocktail Party Exhibit area and Crystal Ballroom, 10th Floor Florida Central Chapter, AIA, hosts.
- 7:30 P.M. till closing — The Architects Party, Crystal Ballroom. Entertainment, music and dancing. Dress optional.

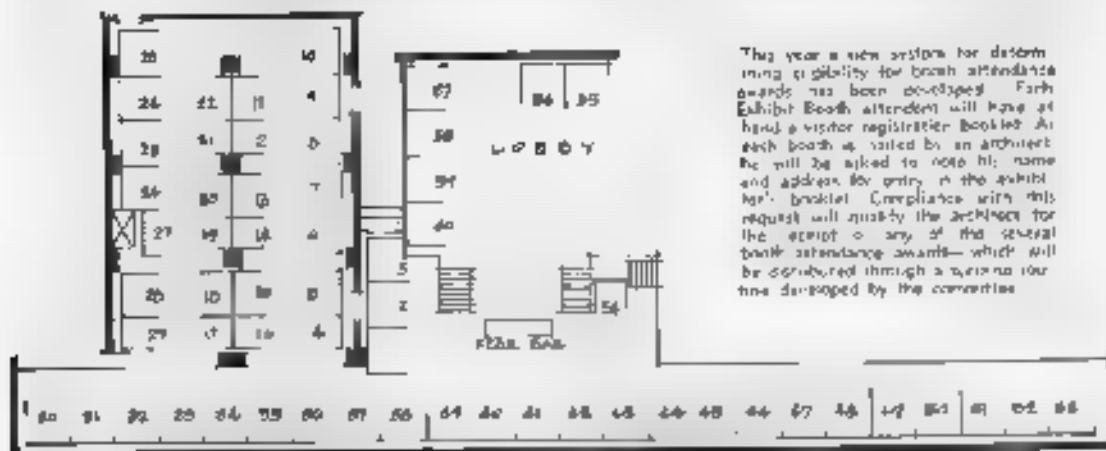
## SATURDAY, NOVEMBER 9

- 8:00 A.M. — Students' and Junior Associates Breakfast Meeting, Skyline Room. Program sponsored by AIA Student Chapter.
- 9:00 A.M. — Visit Products Exhibit.
- 10:00 A.M. — Final Business Session, FAA, Skyline Room, Edgar S. Worman, President, FAA, presiding. New business, election of new FAA officers, new resolutions, announcement of 1958 Convention site and host chapter.
- 11:30 A.M. — Final visit to Products Exhibit.
- 12:30 P.M. — Challenge Luncheon, Crystal Ballroom. Robert H. Levison, 43rd Convention Chairman, presiding. Seminar Summary address by Dr. Turpin C. Sannister, FAIA, introduced by Sanford W. Gorn, FAIA, AIA Regional Director. Presentation of Awards.
- For the Architects' Exhibit: William B. Harvard, Mark Hampton.
- For Exhibit Attendance "Super-Prizes," Anthony L. Pullara.
- 2:30 P.M. — 43rd Annual FAA Convention adjourns.
- Products Exhibit closes.

## CONVENTION NOTES

Check-out time for all Conventioners will be 5:00 p.m. to permit attendance at Sandplay's Challenge Luncheon. The Florida State Board of Architecture will hold its 9:00 a.m. to 6:00 p.m. location of the meetings will be posted on the hotel bulletin board.

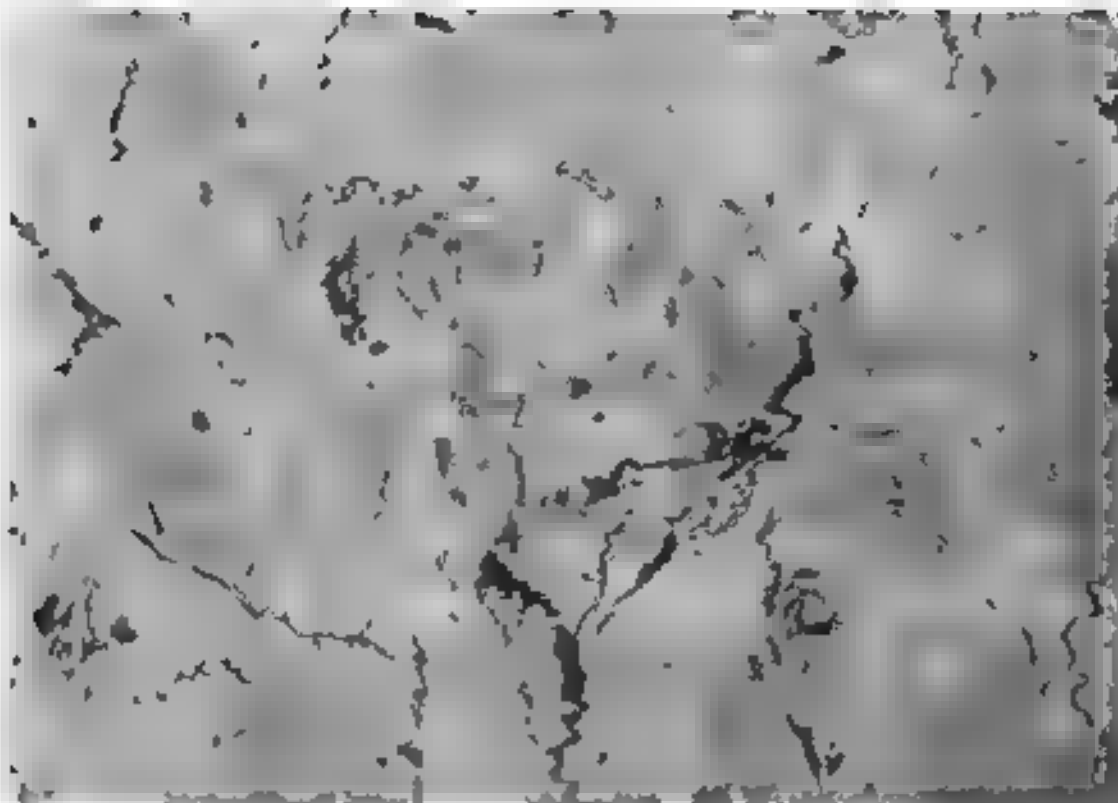
## Exhibit of Building Products and Materials



This year a new system for determining eligibility for booth attendance awards has been developed. Each Exhibit Booth attendant will have at hand a visitor registration booklet. At each booth as visited by an architect he will be asked to note his name and address for entry in the exhibit hall booklet. Compliance with this request will qualify the architect for the receipt of any of the several booth attendance awards which will be distributed through a system this time developed by the committee.

Here again is a once a year opportunity to obtain, honestly and at first hand, a wealth of technical information toward the end of easing the job of writing proper specifications. Here is also another welcome opportunity to meet old friends, make new ones and enjoy a relaxing convivality with both.

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|---|--|
| 1. Concrete Products, Inc.                  | 30. Woodco Corporation                           |
| 2. Cement Enamel                            | 31. Woodco Corporation                           |
| 3. Aluminum Co. of America                  | 32... Electrand Distributing Co.                 |
| 4. Russel & Erwin                           | 33. Benjamin Moore & Co.                         |
| 5. Florida Prestressed Concrete Association | 34. Sierra Electric Corporation                  |
| 6. Harris Standard Paint Company, Inc.      | 35. Larsen Products Corporation                  |
| 7. Broward Marine, Inc.                     | 36. R-ico Laminated Products, Inc.               |
| 8. Williams & Williams Products Corporation | 37. Norman Ascher & Associates, Inc.             |
| 9... DayBrite Lighting, Inc.                | 38. Acoust. Engineering Company of Florida, Inc. |
| 10. Typhoon Prop R Temp Heat Pump           | 39. Arcadia Metal Products                       |
| 11. Independent Nail & Packing Company      | 40. Flamingo Wholesale Distributors, Inc.        |
| 12. Lilt Slab of Florida, Inc.              | 41. Flamingo Wholesale Distributors, Inc.        |
| 13. Tiffany Tile Corporation                | 42. Schlage Lock Company                         |
| 14. Kaiser Aluminum & Chemical Sales, Inc.  | 43. Herman Miller Furniture Company              |
| 15. Florida Filters, Inc.                   | 44. United States Plywood Corporation            |
| 16. Burdett Sound & Recording Company       | 45... Romany-Spartan Tiles                       |
| 17. Allied Products of Florida, Inc.        | 46... Unit Structures, Inc.                      |
| 18. Burnett Brothers, Inc.                  | 47. Owens-Corning Fiberglas                      |
| 19. Aquatite Tile Co.                       | 48. Dihbs Aluminum Products, Inc.                |
| Hartstone Concrete Products Co.             | 49. The Mosak Tile Company                       |
| Pinellas Lumber Co.                         | 50. American Standard                            |
| Tampa Sand & Material Company               | 51. Flexagor                                     |
| 20. Florida Cast Stone Company              | 52. E. G. Koyl, Inc.                             |
| 21. Briggs Beautyware                       | 53. Ther Mo-Root, Inc.                           |
| 22. Dallas Ceramic Company                  | 54. Executions Distributors of Florida           |
| 23. Portland Cement Association             | 55. Bond-Howell Lumber Company                   |
| 24. Holpoint                                | 56. Ludman Corporation                           |
| 25. D & C Planning Company, Inc.            | 57. Foster Refrigerator Corp.                    |
| 26. Pittsburgh Plate Glass Co.              | 58. Logan Lumber Company                         |
| 27. Monodstructure, Inc.                    | 59. A. M. Byers Company                          |
| 28. Miami Window Corporation                | 60. George C. Griffin Co.                        |
| 29. Pentaplex Telephone Company             |  |



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29



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# Relations with the Construction Industry

by JOHN STETSON

Editor

The work of the Joint Cooperative Committee for the year 1957 actually commenced at the meeting held on November 3, 1956, in the Grand Room of the Hotel Seville in Miami.

A program was set up, and included zoning, a State licensing law for general contractors, a State Building Commission and Building Code. Close cooperation of the three groups (FAA, FFS, AGC) in public relations, simplification of state documents and unification of bidding procedures. The actual beginning of the work was undertaken at the meeting of the committee held at Orlando on July 27th. This meeting produced an attendance of seven architects, seven contractors and five engineers.

The committee is very interested in setting up methods to increase State Building Commission, to facilitate the building process, and to increase the efficiency of the building process.

The committee feels that a simplified state-wide building code is a must. It also feels that there are too many private boards and regulations governing construction, and too many applications necessary to obtain permits. The present program calls for a report at the next meeting as to feasibility and possibility of working out an act to be presented to the Legislature at a later date. Indications now are that this is possible, and that during 1958

ing program in presenting this to the regulators.

A study has been made of the practicability of a State Board and Licensing Law for General Contractors. We

the AOC in establishing the machin

of Florida. It is needless to say that the architects should be aware of the

adverse situation. We all realize the

he now finds himself and of eliminating the risks involved in finding ourselves forced to do business with

have found that all well established and reputable contractors would welcome this law, and are doing all possible to see its adoption in the near future.

The State committee has studied the feasibility of including other groups in our Joint Cooperative Committee, but have recommended that the following groups be included: Builders and Realtors, be included only on the local level as is now the case. We have made it a point to keep close scrutiny on the labor picture and at each meeting receive a report on the situation as it exists in the state at that time. The committee has considered the study of a program which would include representations of organized labor in finding ways to obtain increased production and lower construction costs.

The only recommendation which could be made at this time would be that any committee appointed to work on any of the above mentioned items and representing the FAA be composed of men best qualified

through experience in working with building code committees and com

we wish no doubt will receive a good deal of notice through the years to come was "responsibility for design error." This has been a sore spot from Chapter level to AIA committee level. There must be some recommendations approved and adopted, and it is quite possible that the FAA could, through its association with the Joint Cooperative Committee, establish the precedent that would follow through to the National level.

Another recommendation would be that the FAA sponsor a meeting each year with the Governor of the state, representatives of the FFS and AGC to discuss the building industry and its problems. This could be an excellent public relations gesture and one which could provide a much better insight into the necessity of closer cooperation between State agencies and the professions involved.

JOHN STETSON, Chairman  
DONALD R. EDGE, Palm Beach  
MYRA F. HANES, Florida North  
CHARLES L. HENDRICKS, Mid-Florida  
LEWIS M. HITT, Florida South  
ROBERT C. JAMES, Broward County  
ROY M. POORE, Jr., Jacksonville  
ANTHONY L. PILLER, Fla. Central  
FRANK J. SCHWARTZ, Fla. Northwest  
ROBERT R. WATSON, Daytona Beach

The report of the Joint Cooperative Committee will be presented at the Convention. A preliminary report of the Committee was submitted at the August meeting of the Joint Board of Directors. Since that time the Committee has been in constant communication with the Board and is planning to submit a detailed report to the Convention opening, and the Board's Committee report to the year will be made at the time of the Convention held by the Joint Committee at that time.

# "FLORIDA—A New AIA Region..."

(Continued from Page 5)

## APPENDIX B



Of 125 Corporate members in the present AIA South Atlantic Region, Florida's 10 Chapters list 4 percent as of July 1957. But as indicated by the map, this 4 percent are far removed from both interests and contacts with corporate groups in the three other areas.

## APPENDIX D

Some accomplishments of the Florida Association of Architects, F.A.A., in relation to the Government of the State of Florida.

1. Sponsored original legislation passed in 1945 and many improving amendments since establishing the Florida State Board of Architecture.

2. Provided a source of respected information to Governors concerning the qualifications of persons being considered as appointees to the Florida State Board of Architecture.

3. Maintained a hall have lobbied at each regular biennial session of the Florida Legislature for the past eight years.

4. Granted authoritative respect and much needed source of information to members of the Legislature in all problems concerning laws dealing with construction and related subjects.

5. Consistent service as a watchdog to prevent weakening of laws protecting the health and safety of the public with particular emphasis on the Florida Hotel and Restaurant Commission.

6. Successfully opposed ill-considered moves to utilize state plans for school construction in Florida.

7. Helped secure legislative appropriation for College of Architecture and Fine Arts Building at the University of Florida.

8. Assisted Governor's Committee on Schoolhouse Construction by preparing a bill which provided base for state school construction appropriations.

9. Worked closely in numerous conferences with representatives of the State Department of Education in development of school plant planning standards.

10. By direct economy, advised the State of inefficient and unworkable of a state bureau which was practicing architecture and influenced upon abolishing such practice thus returning to private architects the handling of directly negotiated commissions for such buildings.



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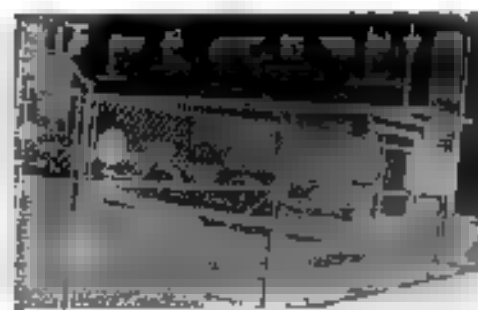
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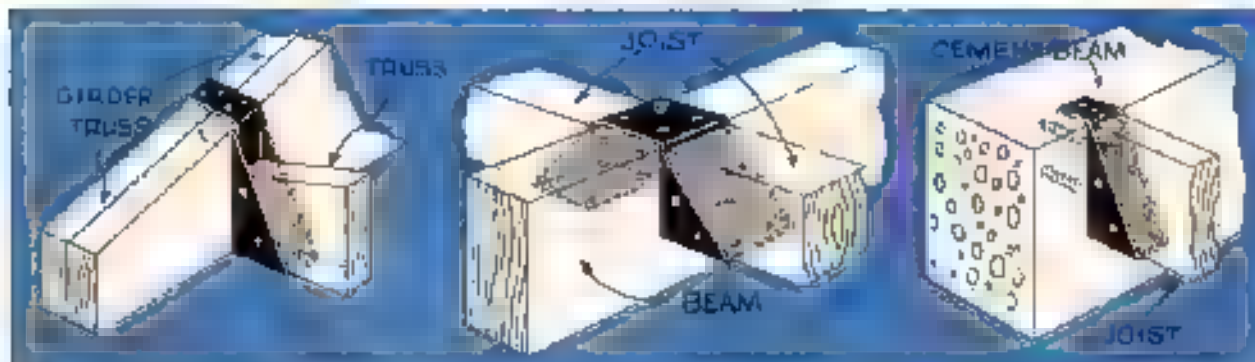
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## Chapter Coordination

Dr. H. SAMUEL KRUSE

### 2. OBJECTIVE:-

The Committee on Chapter Coordination, composed of the Chapter Secretaries and the Secretary of the FAA by action of the 42nd Convention, is charged with the study of matters pertaining to the time of installation of officers, collection and apportionment of dues and other matters of a similar nature and to make recommendations to the Chapter and the FAA for the purpose of better understanding, coordination and integration of the Dr. Laws and administration at the conventions.

commitments and amplifications. This memorandum proposed, for a start, the coordination of the time of meetings and election of officers and the logical construction of committees.

with the Institute. After receiving comments on the report from the members of the Executive Committee of the Institute, the Committee on Chapter Coordination is prepared to make the following recommendations for adoption by both Chapters and the FAA:

### 3. RECOMMENDATIONS

1. Each chapter shall have a Legislative Committee vertical with the FAA Legislative Committee.

2 The Chapters and the FAI shall have the standing committees

3. FIA Board Meetings shall be within the first week of the month and Chapter Meetings, the second week of the month.

4. FAA election of officers shall be at the Convention in Nuremberg; the election of Chapter officers at the

## Education

B. SANFORD &amp; GON. FALA

one of the things in which the Committee was interested were carry over matters from the prior year.

As Chairman of the Committee, and because of my location in Gainesville, I made the necessary arrangements for securing a jury to judge the student architectural competition for the annual FAA scholarship. The subject of the competition was "Alanned Student Housing" and the \$250

ing of the Student Music Show -  
April 27, 1957.

Another matter of considerable interest to the Committee was the appropriation for the building for architecture at the University of Florida. Due to the generation of considerable interest in the project by members of the Legislature in past sessions, however, the appropriation was generally provided for without necessity of any extended effort on the part of the Commission during the past session of the Legislature.

Through an opportunity will present itself for a meeting of our Committee prior to the Convention.

$\mu$  is the mean value of  $y_i$ ,  $n$  is the number of observations,  $S_y^2$  is the variance of  $y_i$ .

5. Chapter Chairmen for the Legislative and Standing Committees are appointed by the vote of the election at LAA officers in November.

6. New FAA Board and old FAA Board shall attend the last quarter meeting of the Convention. Terms of office for Chapters running from October to October; for FAA, from March to March.

7. Dues for the Chapters and the IAA be invoiced and collected on a one-third of the year basis during the fiscal year of application and acceptance.

1. **NAME** \_\_\_\_\_

True and administrative procedures is a continuing task. Although several

\* \* \* It is suggested that a similar committee be appointed to continue the work in 1958 until all of the Chapters, together with the BAA, adopt uniform procedures.

Симон Кенне-Чарноу

Secretary, F&A

not only of the Committee but of the FIAA membership at large. That matter is the establishment of a research organization through the facilities of the College of Architecture and Fine Arts at the University of Florida. Dr. Manninger has done a terrific amount of work in bringing his master to the attention of practically all facets of the construction industry in Florida, and I am sure we

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Composites

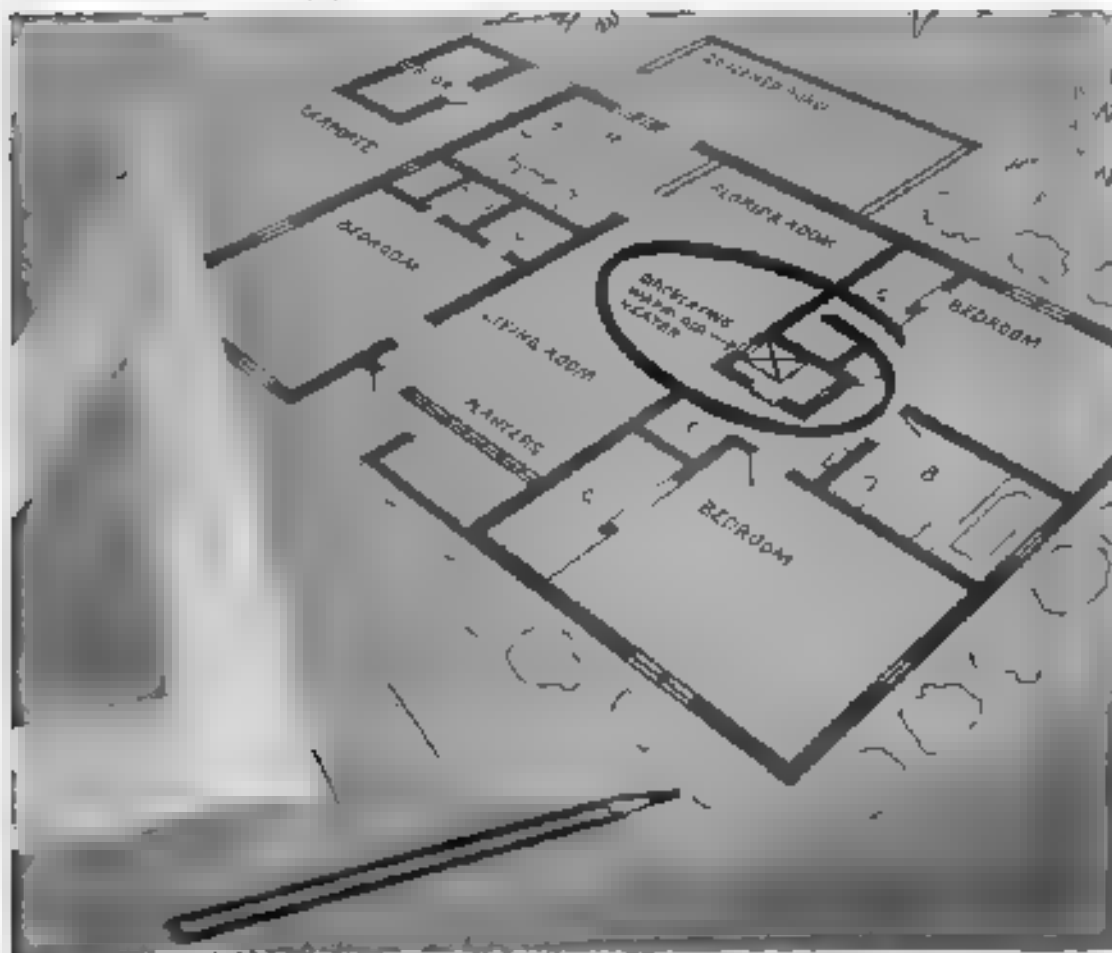
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WILLIAM BRUNSON, JR., Fla. North  
JAMES STRICKING, Fla. No. Central  
J. ALMA DIAZ, Jr., Northwest  
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## Building Codes

By JOSEPH M. SHIFALO  
Chicago

The following is a report of our committee's activities for the year and, as you can see, some areas have been quite active in code revision, while others have not. The report is broken down into Chapter areas in order to let our members check the picture in the separate areas, rather than the State as a whole.

Pratt River Area. An Frederick County committee member from this area, reports that the Joint Cooperative Committee between the Palm Beach Chapter and the A.G.C. has produced a more uniform code based on a study by the members of this committee. The Southern Building Code as a basis has been amended to include many changes pertinent to

by Philip H. Buck and J. W.

Deputies Brian Chapman and Martin due to the illness of William R. Latham, committing crimes from the area to which they belong to strengthen the area and adopt a uniform code. However, they were not with them in the Southern Bucking Creek and as an FBI administration has there can be no suggestion of the best and not a full study in various training code.

Florida Native Gamekeeper (Elmer J. Hunter) reports that the Southern Rindling of wild turkeys is doing as well for the whole of the Atlantic region.

## NEW CENTRAL CLUB

22. Mr. Eugene R. Cohen attended the meeting of the Florida Industrial Union in Tallahassee as a representative of our committee, and reported that the committee met and adopted the A. S. A. Safety Code for Elevators, Escalators and Dumbbells as model 935. The other activities of the day has been the strengthening of the Southern Building Code

**FEDERAL SOUTH CHAPTER:** The report from Mr. Igor B. Pulevitsky, our committee member in his area, is being reviewed. It also will be

A good example of Vietnam War experience in Vietnam's independence is in South Florida, with Mr. Polinsky at the head of the Technical Committee. He has completed the original draft of the book, and is building the code. A code writer after a code writer, who prepared the code, except the Technical Committee, was hired to get the job done and it is reported that they have done a commendable job. This is indeed a very good idea to be adopted by the South Florida Bureau of the U.S.

1994 年 11 月 11 日 星期四 1994 年 11 月 11 日



**Page Four**

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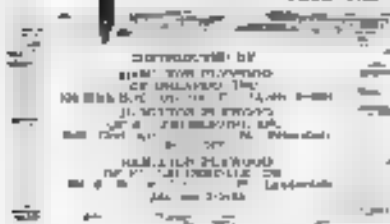
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# News & Notes

## Duval County Names New School Architect

JOHN P. STOKES has been appointed Supervising Architect for the Duval County Board of Public Instruction according to a recent announcement by J. W. Bryson, superintendent. He will succeed A. R. Egan, Jr., who has held the post for the past three years but who recently resigned to enter private architectural practice. The new appointee has worked for several months and recently returned from New York City where he was employed on the firm of Harrison and Abramowitz.

## State C of C To Hold Meeting in St. Pete

The 4th Annual Meeting and Business Conference of the Florida State Chapter of C. of C. will be held in St. Petersburg November 17th and 18th. Headquarters at the three-day session will be the Sycamore Hotel and the Convention Center will be

hostess to Convention Ladies will be the committee of the Florida Control Auxiliary. The Committee has planned a full program for visiting ladies complete details of which will be available at the Convention registration desk in the lobby of the Fort Harrison Hotel. Lady to right are: Mrs. Elliott E. Huddy, Mrs. Edmund H. MacCollin, Mrs. Robert M. Landon, Mrs. Anthony E. Pullar, Mrs. J. Bruce Smith and Mrs. A. Wood Howell, Committee Chairman.



Spotlighting the New Florida. A number of prominent Florida businessmen are scheduled for all day long business observations on Florida's business climate to consideration of Outlook-State relations. Convention

address will give the principal address at the opening luncheon November 17th. All FSA members are invited to attend. Reservations are available from E. Wood Howell, 805 S. Congress, Jacksonville.

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- Clean, economical, easy-to-install
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Jerome T. Landon, AIA, has been appointed head of the Department of Architecture of the U.F.'s College of Architecture and Fine Arts and will assume his new duties December 1. An architectural graduate of Michigan University and a holder of an M.S. in architecture from Illinois, Landon has been director of the Illinois Small Homes Council since 1949 having previously taught at Illinois since 1930. He is a former president of the Central Illinois Chapter, AIA, and has served on several national AIA committees. He is currently also a consultant to the magazine "Houses and Homes."

THE FLORIDA ARCHITECT





# Finger-tip Control



These products work like heavy-duty Arcadia aluminum sliding doors were installed in the newly completed Band Room addition to the Naples High School. The architect was James Bolton McElyde, AIA, of Ft. Myers.

## ...For schools...schools...schools

Imagine that—a gentle, forefinger push by a nine-year-old is all that's necessary to open this heavy-duty, 18-foot-five-inch Arcadia door. That's the result of precision manufacturing, perfect balance, factory-supervised installation. These mean job economy as well as effortless operation. High quality brings low maintenance costs and specification of Arcadia doors today—in commercial structures, institutions and fine residences as well as schools—will save a client many thrifty dollars in the years ahead.



NOVEMBER 1957

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**ARCADIA METAL PRODUCTS**

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**NEW FEATURE**

chrome plated lever operator  
now easily adjusts for

**TIGHTER CLOSURE**

Another good reason for recommending

**Vacol EXTRUDED ALUMINUM  
JALOUSIE WINDOWS**



OTHER  
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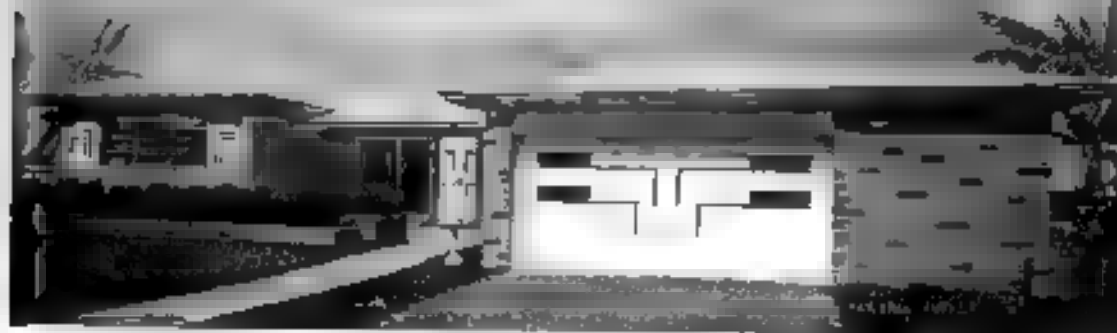
Sliding Glass Doors • Jalousie Doors  
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**STYLE the Garage ... to SELL the Home !**



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The attached garage can represent as much as 40% of the front elevation - that is why the garage door is a major factor in the overall beauty of the home. Graham's custom styled flush sections, doors are available in an unlimited choice of house-flattering models. Design Tip: Repeat your garage door design on house shutters and front entrance door to achieve a beautifully blended front elevation. Graham doors provide glamour at no added cost. Write for illustrated brochure.

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QUOTATIONS AVAILABLE  
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Write for full  
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THE FLORIDA ARCHITECT



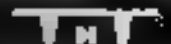
This 4' x 6' x 9' precast concrete beam is one of several standard types made and stocked by Hollostone. It is one of some 1,000 such items that Hollostone has produced and installed.

## *Simplicity---*

That means economy also with Hollostone. We precast many standard structural items in steel forms under rigid quality control. Their use in many types of buildings can save job costs and can speed job progress from initial design to final completion...

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### Report of Nominating Committee

ANTHONY L. PUGLARA, chairman of the FAA nominating committee, which includes ALAN W. COLE and Wm. STEWART MORRISON, has announced the following committee nominations for FAA officers during 1976:

1. *How many people are there in your family?*  
 2. *What is your father's name?*  
 3. *What is your mother's name?*  
 4. *What is your brother's name?*  
 5. *What is your sister's name?*  
 6. *What is your grandfather's name?*  
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 10. *What is your cousin's name?*  
 11. *What is your friend's name?*  
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 14. *What is your neighbor's name?*  
 15. *What is your pet's name?*  
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 34. *What is your favorite classmate?*  
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 171. *What is your favorite fruit to go to to*

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**Program of  
Student Chapter AIA**

By CRAIG W. LINDELOW  
#2 J. S. C. GEORGE

the Student AIA Chapter at the University of

velocity of 13 m/s.

First we would like to introduce  
to you the new president, THOMAS KNOX of Winter  
Island, followed by RICHARD  
WILLIAMS of Lake Wales, then  
R. DALE of West Palm Beach, sec-  
retary, RAYMOND W. MALLIS of  
Gainesville, treasurer, DAVIS R. COM-  
PTON of Ft. Pierce, and  
PAUL BUSH of Fort Pierce.

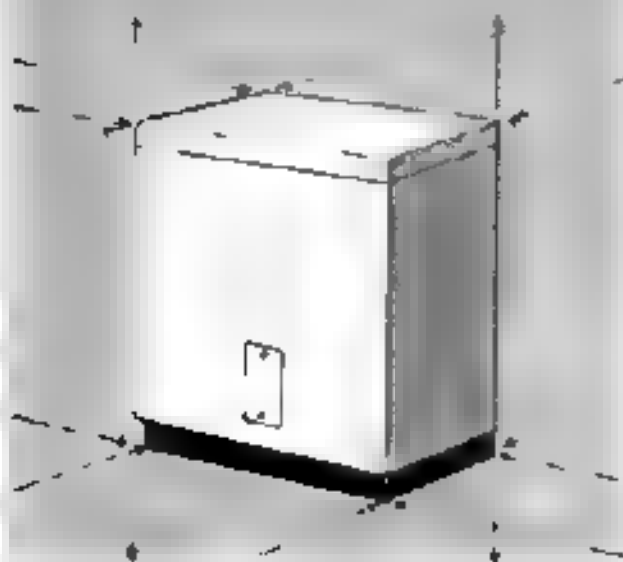
The big interest at this time is the

Following the convention, the D. H. L. and the Student Chapter are having the annual homecoming through Nov. 8th. During this time

It will be available to any and all the students to answer questions and get a solid foundation in the subject from his vast experience.

For the past several years, we have been working to improve the quality of our products and services. We have invested in new equipment and technology, and we have hired the best people to do the job. We are proud of the results we have achieved, and we are confident that we will continue to improve in the future. We want to thank you for your support and feedback, and we look forward to serving you for many years to come.

to be without a drinker, the biggest  
and finest show ever put on here.  
This our greatest success. The Ande  
spring. But don't waste all their so  
some are good



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## AN ELECTRIC WATER HEATER

For flexibility in planning, specify **ELECTRIC** water heaters. They click away anywhere—need no special lines or vents. They eliminate heat radiation—designed to heat the water, NOT the house. Important, too...electric water heaters are clean, safe, fast and economical.



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*Engineers and Architects: Crowley & Hansen, Chicago*

## Water Treatment in CONCRETE

The Cosine Water Plant near Oldsmar, Florida, illustrates a pleasing and practical use of concrete in modern design. Built for the City of St. Petersburg for the softening and purification of its water supply, the buildings are of architectural concrete. Roof and floor slabs are *Flexicore* precast concrete. Exterior walls are finished with White Portland Cement paint.

Here again—through concrete—strength, fire safety, storm safety, termite safety, low maintenance costs, and an extra safeguard for sanitation, are built right into the structures.

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**GENERAL PORTLAND CEMENT COMPANY**

FLORIDA DIVISION TAMPA • SIGNAL MOUNTAIN DIVISION CHATTANOOGA • TRINITY DIVISION DALLAS

NOVEMBER 1957

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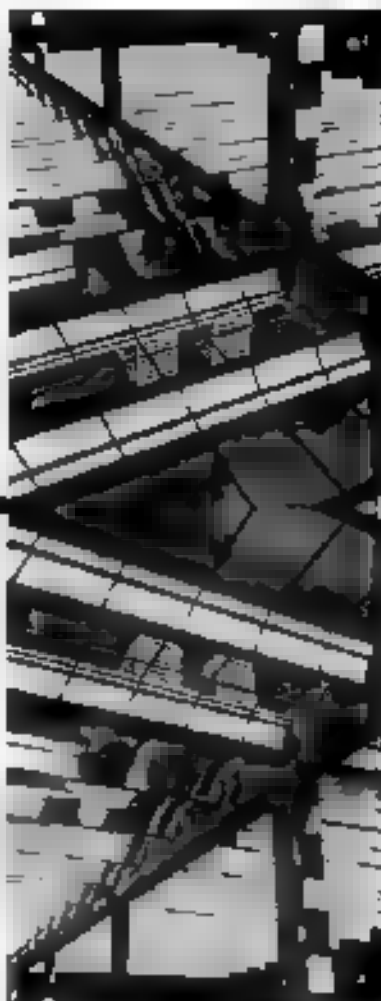
# PRECAST PRESTRESSED

CONCRETE  
STRUCTURES

*From Any  
Angle...*

*the Best in  
Precast is  
Supplied  
By...*

CONCRETE  
STRUCTURES



100,000 sq. ft. of precast beams, joists and slabs...the new A. & P. warehouse at W.W. 33rd St. and 27th Ave., Miami, Fla.  
Architect: Robert Earl Fross  
Contractor: Morris S. Stark

SALES AGENCY FOR FLORIDA LITTLE-BEN INC.  
12825 N.E. 14th AVE. • N. MIAMI, FLA. • PL 4-6421

## Building Codes

*(Continued from Page 8)*  
municipalities are unincorporated areas in South Florida.

Florida Code is Chapter 62, and from the Florida Code Chapter 62, been very trying to complete plans for an 11th Annual Conference and our committee member Mr. Howard E. Alford has not had much time to work on codes.

HOWARD CODES, Mr. Alford, Mr. John M. Farnsworth reports that efforts have been made to participate in the formation of the new South Florida Building Code with the Florida South Chapter.

ALFORD, NORTHERN, CHAP. 62, Mr. William S. Morrison reports that efforts are being made to revise and strengthen the Southern Building Code.

ALFORD, NORTHERN, CHAP. 62, Mr. Farnsworth reports that many of the efforts have been made to establish a uniform code and have met with a great success. The use of the life underwriters' code with a multitude of rooms is aimed to satisfy the City Commission in this area.

ALFORD, NORTHERN, CHAP. 62, Mr. Farnsworth reports that many of the efforts have been made to establish a uniform code and have met with a great success. The use of the life underwriters' code with a multitude of rooms is aimed to satisfy the City Commission in this area.

It is hoped that the State of Florida, with the exception of South Florida, can be operating under uniform code. There are all indications that where all these engineers, building departments and members of the construction industry have made efforts to strengthen the Southern Standard Building Code is evident.  
HOWARD E. ALFORD, CHAIRMAN

## School Advisory

By SANFORD W. GOIN, FAIA

At the request of Mr. Lamar Sana, Chairman of the Governor's Committee on Schoolhouse Construction, a special committee of the FAIA made

THE FLORIDA ARCHITECT



a study of school planning and costs. The full FAA report was incorporated as an appendix to the report of Mr. Serra and his committee. Details of the report have been previously covered in *The Florida Architect*, May, 1957, page 11 and 12.

The members of the FAA committee were: HARRISON W. JONES, AIA, Chairman, EDGAR S. WOODMAN, Tulsa Beach, WITTENBERG STONE and ALKINSON, Florida Architects, Miami, and ARTHUR R. BARNHART, Jacksonville. The committee was also assisted by its staff, by GEORGE M. ALKINSON, State School Architect, Florida State Department of Education.

## Membership

By ROLAND W. SELLEW

Chairman

Prior to March 12, when membership of the Committee was designated, letters were sent to all Chapters requesting a nomination of one membership member in each grade. The purpose of the request was to make possible an analysis and check against the roster of registered architects in various areas, thus insuring which Chapter grade has been most successfully represented. However, since only a few of our 10 Chapters provided the information, the program could not be realized.

In May 24th a letter was sent to all Committee members suggesting three appropriate methods for encouraging Chapter memberships. One specific suggestion concerned new registrants. It was suggested that the A.A. and the F.A.A. were interested in their program. It was felt that for this group and for those not graduating from architectural schools a marked degree of interest should be shown, since both they and the Chapters have much to gain from a mutual affiliation. Excerpts from that letter follow.

A comparison of the roster of registered architects resident within the state and the latest AIA membership

(Continued on Page 42)

NOVEMBER 1957

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...for your expression of confidence  
in specifying LAMBERT products

When our plant in Orlando was established several years ago, we dedicated ourselves to serve you with LAMBERT Quality Products, engineering services, prompt job site delivery — field services.

## LAMBERT

Construction and  
Waterproofing  
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Concrete Slab Waterproofings

Colored Concrete Floor Hardeners

Exterior Silicone Water Repellents

Chemical Liquid Floor Hardeners

Cement Colors

Metallic Floor Hardeners

Curing Compounds

Protective Coatings

Architectural Paints

## COLORBRITE

Concrete floor hardener now available in a wide range of beautiful colors

Burnt Orange  
Galvanized Green  
Cinnamon  
Lime  
Golden Sand  
Light Blue  
Almond Brown

to make Florida even lovelier!

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### 3rd Annual Roll-Call---1956-1957

Listed here are the firms which have helped this Official Journal of the FAA grow during the past year. All services, materials and products which they submit or sell are of a quality to meet specifications. They seek your approval of what they offer, and in giving it you secure the minimum of all equipment.

1.  $\frac{1}{2}$  of the total number of students are female.  
 2.  $\frac{1}{3}$  of the total number of students are male.  
 3.  $\frac{1}{4}$  of the total number of students are female.  
 4.  $\frac{1}{5}$  of the total number of students are male.  
 5.  $\frac{1}{6}$  of the total number of students are female.

△ $\text{Fe}_2\text{O}_3 + 3\text{CO} \xrightarrow{\text{高温}}$   $2\text{Fe} + 3\text{CO}_2$  (炼铁)

△ $\text{Fe}_2\text{O}_3 + 3\text{H}_2 \xrightarrow{\text{高温}}$   $2\text{Fe} + 3\text{H}_2\text{O}$  (炼铁)

△ $\text{Fe}_2\text{O}_3 + 3\text{C} \xrightarrow{\text{高温}}$   $2\text{Fe} + 3\text{CO}$  (炼铁)

△ $\text{Fe}_2\text{O}_3 + 3\text{H}_2\text{SO}_4 \xrightarrow{\text{高温}}$   $2\text{FeSO}_4 + 3\text{H}_2\text{O}$  (炼铁)

△ $\text{Fe}_2\text{O}_3 + 3\text{HNO}_3 \xrightarrow{\text{高温}}$   $2\text{Fe(NO}_3)_3 + 3\text{H}_2\text{O}$  (炼铁)

△ $\text{Fe}_2\text{O}_3 + 3\text{HCl} \xrightarrow{\text{高温}}$   $2\text{FeCl}_3 + 3\text{H}_2\text{O}$  (炼铁)

△ $\text{Fe}_2\text{O}_3 + 3\text{H}_2\text{SO}_4 \xrightarrow{\text{高温}}$   $2\text{FeSO}_4 + 3\text{H}_2\text{O}$  (炼铁)

△ $\text{Fe}_2\text{O}_3 + 3\text{HNO}_3 \xrightarrow{\text{高温}}$   $2\text{Fe(NO}_3)_3 + 3\text{H}_2\text{O}$  (炼铁)

△ $\text{Fe}_2\text{O}_3 + 3\text{HCl} \xrightarrow{\text{高温}}$   $2\text{FeCl}_3 + 3\text{H}_2\text{O}$  (炼铁)

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

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Abstract (continued)

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$$E_{\text{eff}} = E_0 + \frac{\alpha}{2} \left( \frac{E_0}{E_c} \right)^2$$

1.  $\text{CH}_3\text{COOH}$  and  $\text{CH}_3\text{COO}^-$  are in equilibrium with  $\text{CH}_3\text{COOH} + \text{H}_2\text{O} \rightleftharpoons \text{CH}_3\text{COO}^- + \text{H}_3\text{O}^+$

CLASSIFICATION OF THE CASE-  
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+

[illegible]

100% = 14.28 + 100% = 114.28%

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1. The first step is to identify the problem. In this case, the problem is that the company is not meeting its sales targets.

Fig. 4. **Time course of the effect of 100 nM TPA on the release of  $^{45}$ P-ATP from platelets.** Platelets were incubated with  $^{45}$ P-ATP for 10 min and then treated with TPA for the indicated times. The release of  $^{45}$ P-ATP was measured by scintillation counting. The data represent the mean  $\pm$  SEM of three experiments.

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**ملحق رقم ١ - جدول ١**

Figure 1. Schematic representation of the experimental design. The subjects were divided into two groups: a control group and an experimental group. The control group received a standard treatment, while the experimental group received a treatment with a specific intervention. The results were then compared between the two groups.

THESE ARE THE RESULTS OF THE ANALYSIS  
OF THE DATA

PLATE 10a. *Phrynosoma* sp. (Carnegie Museum of Natural History)

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

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1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

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Figure 1. Schematic diagram of the experimental setup. The subject is seated in a chair and views the target through a video camera. The target is a light source that is controlled by a computer. The subject's hand is positioned over the target. The video camera is positioned above the target. The computer is connected to the video camera and the target. The subject is instructed to move their hand towards the target when the light source is activated. The video camera records the subject's hand position and the target position. The computer processes the video data and provides feedback to the subject. The target is a light source that is controlled by a computer. The subject's hand is positioned over the target. The video camera is positioned above the target. The computer is connected to the video camera and the target. The subject is instructed to move their hand towards the target when the light source is activated. The video camera records the subject's hand position and the target position. The computer processes the video data and provides feedback to the subject.

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Suppose that the following conditions are satisfied:

Age group	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Age group	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100

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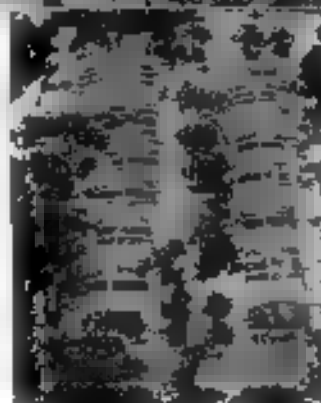


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Coral Gables, Florida

Telephone No. H15-6554  
HO 1-5154



## Design of Edsel Ford High School features distinctive, economical Concrete Shell Roofs

The first concrete shell roofs constructed in Michigan were used in the Edsel Ford High School in Dearborn. Four shell units were built: two over the boys' gym, one over the girls' gym, and a fourth over an intermediate building housing the swimming pool and locker rooms. All four roofs have spans of 100 ft. and identical arches of 121-ft. radius and a rise of 10 ft.

Concrete shell roof construction was selected because (1) it provided unobstructed interiors, (2) it was adaptable to the architectural design and (3) it was economical to build.

Concrete shell roof construction is gaining rapidly in popularity with architects and engineers for buildings requiring large unobstructed floor areas. Roofs with spans up to 300 ft. and more can be built without interior columns. They are ideal for auditoriums, exhibit halls, hangars, train sheds, repair shops and warehouses.

Concrete shell roofs are economical to build, need little or no maintenance, have long life and low insurance rates. They are true *low-maintenance* construction. Write for free illustrated literature. Distributed only in the United States and Canada.

### PORTLAND CEMENT ASSOCIATION 227 North Main Street, Orlando, Florida

A national organization to improve and extend the use of portland cement and concrete . . . through scientific research and engineering field work.



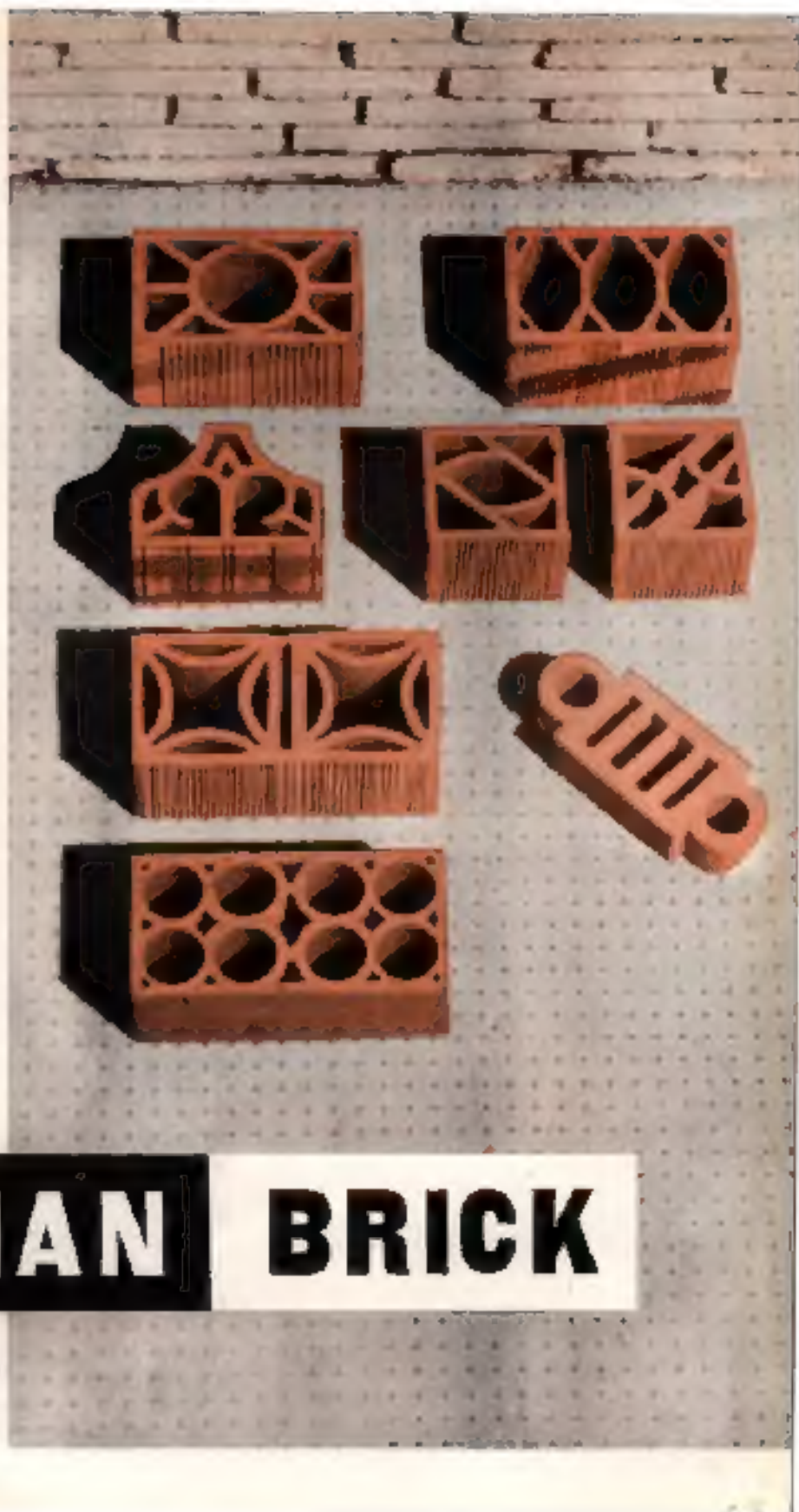
Large photo shows completed structure. Girls' gym is in foreground, boys' gym in rear. Depressed roof between gyms covers intervening pool and locker rooms. Small photo above shows clear, unobstructed interior in boys' gym. Photo below shows how shell roof design was repeated in roof over walk connecting gymnasium wing with auditorium. Architect, Charles M. Smith Associates, Inc.; engineer, Alfred Zuehlke contractor, O. W. Smith Construction Co. All are from Detroit.



THE FLORIDA ARCHITECT

## Decorative Barandas

These are the grille tile of hard, fired clay we import from Venezuela. They're somewhat lighter in color and more delicate in scale than those from Panama. But they have the same sort of slight color variations and occasional kiln markings that make for a really beautiful texture in the finished wall.



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AWNING WINDOW

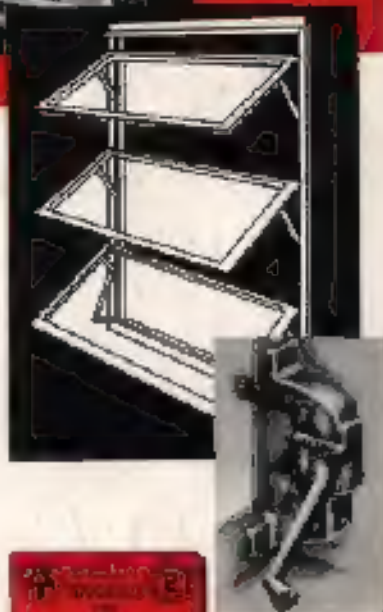


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